

pf

14207 Quail Creek Way #206
Sparks, MD 21152
September 1, 1991

Mr. Arnie Kleiner
WMAR-TV 2
6400 York Rd.
Baltimore, MD 21212

Dear Mr. Kleiner:

I am writing to express my disappointment about your decision to cancel "Santa Barbara." I decided to write, rather than call, because of the recent article in the Sun, where you were quoted as saying, "I'm sure everyone who watches the show will call. And I'll just ask them where they were when they were compiling the ratings." You, of all people, know that very few people are included when ratings are compiled. Your attitude in that interview is extremely poor for a general manager whose station depends on public opinion. My answer to your question is that I have been watching "Santa Barbara" since the first day it aired. It is interesting to compare your statement with Steve McKerrow's column in the August 31 Sun, where "Santa Barbara" was the most often taped daytime soap among local viewers.

As unhappy as I am about the cancellation, I can still watch "Santa Barbara" on a different channel. My main problem is with your attitude toward the viewers, and because of this I will stick with the other channel for all of my NBC viewing. I'm sure you don't care about one household, but until Channel 2 hires a different general manager, I won't be watching anymore.

Sincerely,



Karen E. Smith

SEP 4 1991

SH0010364

Sept. 2, 1991

WMAK

I strongly object to
your replacing Lorton
Barbara with Monty
Williams. NBC has
always been #1 for
me. I've already had
to switch from Today
to GMA. Don't have
to totally drop NBC
shows?

Carol Noggle

Ms Carol Noggle
6 Propeller Dr
Baltimore MD 21220-4528

SH0010380

PF

September 3, 1991

Ms. Emily Barr
Director of Broadcast Operations
WMAR-TV 2
6400 York Rd.
Baltimore, MD 21212

Mrs. Dawn Gentner
3445 Howell Ct.
Abingdon, MD 21009
(301) 538-7069

Dear Ms. Barr,

I am outraged with the recent decision to eliminate Santa Barbara from the daytime line-up (ex-air time 3:00 pm). I understand some people view soap operas as a waste of time, but I for one enjoy them very much. Is there anything I as a viewer can do to possibly get it back on the air? Because of that show I continued watching the rest of the programs until 6:00, but I certainly won't watch anything on Ch. 2 if there's anything remotely interesting on any of the other stations. I understand every letter you receive cannot always be responded to, but if there is anything I as a fan of Santa Barbara can do to get it back, please let me know.

Sincerely,

Dawn M. Gentner

Dawn M. Gentner

SEP 5 1991

SH0010371

Sept 3, 1991

PK/

Dear Sir,

I am very upset that you took Santa Barbara off the air. If you had replaced it with something worthwhile maybe I could have understood it. But another tack show, and not even a good one.

I am sick of tack shows. All they do is talk about, Gays, Murder, incest, Inlaws and anything else that is trashy.

Would appreciate it if you would reconsider putting Santa Barbara back on. I will admit some times it gets ridiculous, but it is entertaining.

Sincerely
 Mrs. Marjorie Zentz
 1806 Roland Ave
 Lexington, Md 21204

1312 W. Old Cold Spring Lane
 Baltimore, Maryland 21209 *pp*
 September 3, 1991

Dear Ms. Barr,

I am very upset about the removal of Santa Barbara from your programming. I have watched Santa Barbara since its inception. If I go shopping I make it a point to be home at 3 o'clock. It is the only soap I watch. I do not watch television at all until this show comes on. I will stop watching your news show at 5 and 11 o'clock even though I enjoy Sally Phair. I will find other shows to watch at night & not Channel 2. I do not know whose idea this was, but it is a very poor one.

I am very distressed.
 (Mrs.) Irvine Greeley

SEP 5 1991

SH0010369

PS

September 3, 1991

Arnold J. Kleiner
WMAR-TV
6400 York Road
Baltimore, Maryland 21212

Dear Mr. Kleiner,

I am very unhappy with your decision to remove Santa Barbara from WMAR's daytime line-up

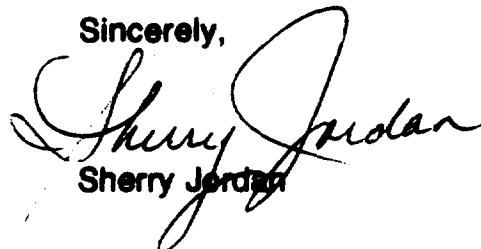
Do we really need another talk show? I don't think so. One more show about "Lesbian Gynecologists" or "I was raped and sold into prostitution" and my television is off forever. Who is Montel Williams? And do we really care or need to know? I don't think so.

Some amount of continuity is necessary when watching a soap opera. A seventeen week interruption makes that continuity impossible.

Soap opera viewers are loyal viewers. Santa Barbara viewers are going to be angry viewers who will refuse to tune into the Williams show. So you need to write off the 11 share the Arbitron ratings shows for Santa Barbara and expect to start from zero with your new show. I've seen the Montel Williams show, you've made a bad decision.

Oh Lord! Sally, Geraldo and Williams, what's happening to you guys over there? Bring back Eden and Cruz!!

Sincerely,



Sherry Jordan

5605 Green Court ~~FF~~

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Baltimore, Maryland

September 3, 1991

Dear "Channel 2"!

Now I am more glad than ever that I have cable in ONLY one room in my house and that I live in an area where I can receive all Washington TV channels. This allows me to watch Channel 4 instead of Channel 2 which WAS my favorite channel.

Many of us are quite angry that you are NOT carrying Santa Barbara. You could have at least allowed it to run until its conclusion which we have heard will be this winter. How many more talk shows do you need??

Channel 2 is now a NO-NO in our house!! We have Channel 4.

Yours so far,

Bobbie Ryterman
(Mrs. G. R. Ryterman)

SH0010367

September 4th, 1991

Programing Manager/General Manager
WMAR-TV
6400 York Road
Baltimore, Maryland 21212

RE: Removal of Soap Opera/Santa Barbara

Gentlemen:

AGAIN.....another talk show.....just how many of these do we need? They say the same things only the faces change. I am beginning to think of WMAR-TV as a ALL TALK STATION. Just look what it did for WCBM. Get my drift?

I really think what you did this time by removing the 3 P.M. Santa Barbara soap opera just with a snap of the fingers was cruel. I have been watching this story since it started and without any warning you "zapped" it off and replaced it with another talk show.

I am furious and will refuse to watch your station again. It was a great lead in to continue to watch your station right up to Wheel of Fortune.

I am very disappointed in your choice of dropping Santa Barbara and just to say Thank goodness I can get the Washington channel in my home. Just wait until the survey comes to my house for my vote.

Very truly yours,



Barbara Bazensky
6810 Old Pimlico Road
Baltimore, Maryland 21209

SH0010370

SEP 5 1991

4 Sept. 1991

P1

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Dear Sir,

I am writing to protest the cancellation of 'Santa Barbara' on your station. It was my favorite program, and we cannot get the three stations that were smart enough to continue carrying it.

I feel it was a great mistake on your part to program two interview-talk shows back to back. Oprah's show has become so sordid - now you precede her show with a similar one.

You are losing viewers on this one - please return 'Santa Barbara' to the air!

Thank you -

Nancy Donadio
719 Stevenson Ln.
Bowie, Md. 21204

SEP 5 1991

SH0010368

SEP 9 1991

pf

George Neff Lucas

13600 Jarrettsville Pike
Phoenix, MD 21131

Dear Friends You Can Turn To --
but not at 12:35 a.m.:

Well, you've done it again --
turned off your Letterman fans
by delaying his show a half
hour.

For several months, we didn't
~~have to settle for the rather~~
poor reception from Washington's
channel 4. Now, once more,
it's the only way to enjoy
Dave Letterman without waiting
till 1:05.

I'm surely not the only one
who likes to see at least part
of the show -- and very much
~~dislikes WHAR for moving it~~
past a plausible bedtime. Es-
~~pecially for tabloid junk that~~
may bring you a few extra bucks.

Sincerely,

George N. Lucas
George N. Lucas 9/4/91

SH0010386

PF

September 5, 1991

Ms. Emily Barr-Director-Broadcast Operations
WMAR-TV
6400 York Road
Baltimore, MD 21212

Dear Ms. Barr:

I am writing to you with hope that you will be able to help me. I have been watching Santa Barbara on Channel 2 for 3 years. I love the show, it is the only Soap I watch. I am very upset that WMAR has decided to take it off the air for 17 weeks while trying out - another talk show - just exactly what we need.

I have made several phone calls to WMAR-TV and have been advised that Santa Barbara can be seen on Channels 4 & 8. However, after checking all the TV Guides and switching the Channels around for 3 days, I cannot locate Santa Barbara. I would really like to know where I can watch Santa Barbara in Baltimore, and when or if it will be coming back to Channel 2?

I do realize that I am only one person, however, I am also sure that there are many more out here that are searching channel to channel to find their soap. Please help me. Again, I do really love the show, and would really like to be able to watch it again. I understand that everyone should get a fair chance, but don't take off a show as popular as Santa Barbara, maybe move it to another time slot. I do know that Programming is not my job, but I also know what I like and don't like. Maybe a poll should have been taken to see what everyone thought about losing Santa Barbara.

SEP 6 1991

SH0010365

Ms. Emily Barr-Director-Broadcast Operations
Contd.

I have also contacted NBC in New York and advised them of this problem, and they have advised me that they did not want WMAR TV to take Santa Barbara off the air.

Ms. Barr, I am awaiting your reply to this letter. Please help me to find my favorite soap.

Regards,



Kathleen Pannebaker
4406 White Avenue
Baltimore, MD. 21206

SH0010366

To Whom it may Concern

I am writing this letter to Let you know that I am disapointed that SANTA BARBARA has been taken off Channel 2. Well I Refuse to watch Another Stupid TALK Show. I Also Refuse to watch channel 2 Anymore. I HAVE BEEN WATCHING SANTA BARBARA SINCE it CAME ON IN July of 1984. It is one of the best Shows ON Channel 2 your other day time Soaps Do Not COMPARE. So if you keep it off the air you CAN keep the rest of your daytime Lineup.

You Could HAVE At Least tried Another Time Slot. No other New Soap has Survied the 3pm Slot. PLEASE AT LEAST Consider this. This goes For the Rest of my Family And I HAVE A lot of them IN MI

THANK YOU

And Goodbye to Channel 2

SEP 5 1984

Kathy Peterson

2315 Westchester Ave Catonsville MD 21226

TRACY MUNTER

Dear Emily,

I have watched this
Montel Williams show, &
it was awful. I can't
believe you've let Santa
Barbara go completely.

PLEASE BRING IT
BACK. Thanks for
your attention -

JMunter

SH0010373

9-5-91

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To Whom It May Concern:

We were very angry to find out Santa Barbara was cancelled. I understand it was due to poor ratings. I find that hard to believe when most people watched it because it was not your typical run of the mill soap opera. It came across more as a mini series. It had serious moments as well as very funny shows that always kept us looking forward to more. It entertained my family for more than seven years. Out of all the soap operas on TV today (and there are many) this is the only one we ever watched.

Because of our work schedule we had to tape the show on our VCR. Many times we laughed and cried. It seemed as if that a television station as yours would not try
over

SH0010374

alternatives such as placing Sandra
Barbara into a different time slot.
Just a suggestion from a concerned
viewer, who finds it hard to understand
why, if you're concerned with poor ratings,
would you replace it with a poor
example of a talk show well, who can
understand show-biz? We know this
letter will land in a trash pile some-
where but at least it won't be from
lack of trying. We are hoping that other
viewers will express their outrage and
your company will air the show again.

Sincerely,

Eileen J. Kauly
& Family

The Kauly Family
6520 North Point Rd
Baltimore, Md. 21219

[]

A. Lerner

You people must be kidding. You're taking off a soap that people have been watching for years so that we can tune in for another "talk show". If you think I'm going to watch a no body. (You never heard of the man & then watch Oprah at 4:00. you're out of your minds. There are 4 T.V. sets in this home & they will be watching other channels. Not "2". Noce.

You have many who follow the soaps from 1:00 pm on to 4 pm. This viewer will be watching channel 4.

5 1991

SH0010376

Why would upper management take ratings in July, any body with a mind of any kind could guess that July is vacation month & reunion month.

As far as you wondering where we were when you supposedly were compiling the ratings, we were here, you must have been on another channel. Why don't you ask the viewers what they want. We don't want you to make those decisions for us.

M. Kellum

September 7, 1961

Dear Mr. Davis,

I would like to lodge a protest to your removal of the ABC News 12 noon program which was at 6:00 AM. Your local newscasters are just fine but I really believe that national news can't be delivered as well or covered as well by the locals! I fear that I will be watching CNN or other stations that carry some national news at that hour. I do hope you take this into consideration when doing your re-programming.

Emilie Schwaab

8207 Pumpkin Seed Ct.

Baltimore MD 21208

9/8/91 PS

W MAR-TV
6400 York Rd.
Baltimore, Md.

Dear Sir,

I have been watching the T.V. soap "Santa Barbara" since the very first episode, and it distresses me that I can no longer view it on Ch. 2. Since I can watch it on Wash. Ch. 4, but like hundreds of other viewers in this area I live in an apartment that has cable T.V., and no outside antenna. I can get a picture with my rabbit ear but it is not a very good picture. Channel 4 is satisfying its viewers by showing it at 12 noon instead of 3 P.M. Why can't W MAR follow its example. Don't you think you owe your faithful viewers something?

Yours Truly
Richard A. Mather
59 Shaw-Walsh St. A
Orangeville, Md.
2/1/77

SH0010403

SEP 11 1991

September 8, 1991

WMAR TV
Programming Department
6400 York Road
Baltimore, Md.

Dear Sir:

This letter is to voice my disappointment in the station's removal of the daytime serial "Santa Barbara" from the daily listings.

As a fan of the show for several shows, I was very disappointed that another talk show was scheduled to run in its place. I have never heard of Montel Williams, and have no intention of ever watching the show. It is unfortunate for me that I am unable to obtain clear reception of the other channels still running "Santa Barbara".

Is there any possibility of running the show locally in another time slot?

I do not think I'm the only fan in Maryland who enjoyed watching this program.

Your kind reply will be appreciated.

Sincerely,

Michelle Hawthorne
6 Rosecroft Pl., Apt. 2
Baltimore MD 21204
SH0010404

9/9/71

WMAR TV
6400 York Rd.
Baltimore, MD 21212

SEP 11 1971

Attention: Programming Dept.

Dear Sir:

I just returned from a week's vacation and was looking forward to watching "Santa Barbara", my favorite soap opera today. Imagine how disgusted I was to find that your station is no longer carrying it. How can you just stop carrying a show in the middle of an ongoing story to which its fans have become hooked?

I called your station today and found out that the ratings of "Santa Barbara" have dropped and that the show will probably end. Why couldn't you wait until the network ended it so we fans will at least know what happens to the characters? What are we supposed to do now? WRC TV has also dropped it so we have no channel, that I know of, on which to follow this show. Is it being carried locally on cable?

There are other stations in Baltimore that we can watch. Doing something like dropping "Santa Barbara" is a sure way for me and its other fans to stop watching your channel. This shows that you have no regard for the desires of your watchers so who needs a channel like that? Channel 2 touts itself as "friends you can turn to". What a joke!

Please let me know what I can do to get you to return "Santa Barbara" to your channel right away.

Thank you.

Mary Ann Crabbe

Mary Ann Crabbe
2997 Southaven Dr.
Annapolis, MD 21401-7104

SH0010400

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8817 Dearborn Drive
Baltimore, Md. 21236
September 9, 1991

Emily Ban
Director Broadcast Operations
WMAR-TV
6400 York Road
Baltimore, Maryland 21212

Dear Ms. Ban,

I am extremely disappointed with your decision to remove "Santa Barbara" from your schedule. It was an awful thing to do to the dedicated viewers of this award winning show, especially since the network is still carrying the program. I am thankful that we are close enough to Washington to pick up their broadcast. Unfortunately, not everyone can do that. To add insult to injury, who's bright idea was it to replace "Santa Barbara" with

2

Montel Williams? This must be
a joke.

I, along with many others,
will no longer support WMAR-TV as
a local viewer. I will not support
your news broadcasts or any local
programming. Will it be worth the
price to have people bad-mouthing
your station's poor and unthoughtful
judgement all over town? WJZ and
WBAL - here we come!

Sincerely,
Barbara Jean Smith

SH0010399

SEP 1 1991

Channel 2
York Road
Baltimore, MD

Harold and Angela Lewis
1927-B Reece Road
Fort Meade, MD
4 September 1991

Dear Mr. Kleiner

I am writing to you because I have nowhere else to turn. Every day I hear your station's slogan that you want to be friends we can turn to. And every day I am reminded of the unfriendly and unsympathetic treatment we got when trying to get help from your Contact 2 Department.

On 25 July 1990, my husband was involved in a car accident while driving our 1971 Corvette Stingray. Our insurance company simply told us to choose a body shop and have the car taken there. Because we were new to the community then, we had no history with any body shops in the area. So, we began to call several of the body shops nearby. Finally, we called Paintmaster's in Jessup, Maryland. The person we spoke with told us that Paintmaster's were experts in fiberglass work and on Corvettes. Feeling confident about finding an expert, we had our car taken to them. Eventually we realized we had made one of the worst mistakes of our lives.

Month after month went by and this body shop was blatantly dragging its feet. Not only did it not attempt to order the parts needed for the repairs in a timely fashion; it also overcharged us, charged us twice for parts of the repair bill, did unauthorized work, purchased unauthorized parts, failed to return our old parts after we had requested them, did overall a very poor job of repairing my car, and even verbally assaulted us several times. Time after time this shop called us to tell us that some part that was not on the original estimate needed to be replaced-- notice the bill keeps climbing. And time after time my husband would go by this shop and find the car just sitting with dust on it -- because no one was bothering to fix it and get it back to us. After about three and a half months, the shop began to call us that the car was ready to be picked up. Each time we went to inspect the repairs, we found the repairs to be unacceptable. We pointed out to this shop the things we wanted fixed; and each time we went back, not only had the previous problems not been taken care of, but we found more and more new problems. This body shop also cashed a check issued by our insurance company to "Harold Lewis and Paintmaster's" without our endorsement on the check. The list goes on and on of the unethical and illegal things Paintmaster's has done to us.

Finally, we talked to the Attorney General's Consumer Protection Division. They instructed us to go ahead and pay the repair bill just so we could again take possession of our car. We attempted to follow their instructions; but although Paintmaster's advertises that it accepts checks and credit cards, it refused mine solely on the basis that they felt I would stop payment. We were forced to take a cash advance on our credit card; and by the way, on cash advances, interest accumulates daily and we are still trying to pay off that bill. At any rate, we took the car directly to another body shop in Baltimore to get an estimate for the \$7700 worth of repairs that should have been done at the first shop. Auto Craft, the shop in Baltimore, confirmed to us that the repairs were sub-standard and that we had been grossly overcharged. We also had a different adjuster from our insurance company go over the car; he agreed with Auto Craft's findings.

Now it has been over a year that we have been trying to get on from Paintmaster's so we can afford to have the car fixed cor: SH0010388